

WORK STUDY SESSION DISCUSSION TOPICS

At the City Council Work Study session on February 11, 2020, many aspects of downtown parking were discussed, and the Mayor and City Council provided feedback on moving forward. The transcript from that discussion is included for reference as an attachment to this memo.

1. Modify In-Lieu Program

- a) Some are concerned that the “in-lieu” program has created “phantom” parking spaces, and that the money collected from the in-lieu program has not been directly allocated to the construction of new parking. Although there have been 496 spaces purchased in the in-lieu program since 1985, 3,249 new public parking spaces have been created during the same time period. These spaces have been created at the Brown Ave parking garage, the 3rd Avenue parking garage, Southbridge, Nordstroms, the Waterfront garage, and the Galleria.
- b) Increase amount charged for spaces – Over the past decade, the cost of providing actual parking spaces has increased faster than inflation, and creating new parking far exceeds the in-lieu purchase price. Increasing the in-lieu price from \$13,500 per space to \$50,000 per space would eliminate that as an option, making expansion or revitalization of small businesses infeasible.
- c) Eliminate potential to purchase of new in-lieu spaces –By eliminating the option of purchasing spaces in-lieu, there would be no new permanent in-lieu parking credits created.
- d) Some are concerned that small businesses need to have some way to expand and revitalize. One option would be to continue to allow business to “lease” in-lieu parking as a way of generating revenue for new public parking and accommodating the needs of small businesses. The lease would be for as long as the business needs the parking.

2. Amend parking requirements in Zoning Ordinance

- a) Review requirements for various land uses:
 - 1. Residential parking – Some believe that the requirement for residential units in downtown is inadequate, particularly for one-bedroom units.
 - 2. Guest parking – Most believe that parking to accommodate guests to residential projects is needed.

3. Hotel parking – Trends indicate that fewer parking spaces are needed per room based on the increased use of ridesharing alternatives to private vehicles and rental cars. Some believe that additional parking for restaurants and conference space is needed.
4. Office parking – Some believe that additional parking for office developments (specifically “call centers”) is needed.

3. Form strategic partnerships with private sector to provide additional public parking.

- a) In areas where property owners may have additional parking (excess for their needs or available at times such as evenings, weekend when it is not being fully utilized) the city could contract with those property owners to make parking in their project available to the public at those times.
- b) In new development projects, the city could participate in the addition of public parking. This may be less expensive than acquiring land and building new parking independently.

4. Enhance wayfinding to available parking. Increasing the visibility of existing public parking could result in higher usage of those spaces. Street markings and directional signage are among the ways that drivers could be informed about the location of public parking.

5. Management of parking

- a) Increase use of 2-3 hour parking limit – Most favor increasing the use of 2-3-hour parking limits as a way of making sure that parking is freed up over the course of the day and as assurance that employees are discouraged from parking on the street in spaces that should be available to customers.
- b) Temporary parking for special events – Special events (Spring Training, Artwalk, etc.) can cause short-term shortages of public parking in some locations. Allowing owners of under-utilized properties to provide temporary parking could help meet demand during peak usage.
- c) Use of valet, Uber/Lyft or alternatives to meet peak demand for events – allowing pull-outs for rideshare drivers could provide customer access directly to businesses that is more convenient than public parking several blocks away.
- d) Paid vs. free parking – Most believe that free public parking in downtown is important and should be maintained. This commitment (100% free

public parking) distinguishes Scottsdale and makes apples-to-apples comparisons more difficult.

6. **An update to the downtown parking study is needed.** The data being used is more than 5 years old, and for some land uses (such as hotels), parking patterns have changed significantly. Parking for other uses is also evolving, affecting the overall balance between providing the right amount of parking in the right places so that it is fully utilized. Because of COVID pandemic, a real-world update of the downtown parking has not been possible.
7. **Build more public parking.** Some recent development projects have proposed to incorporate public parking into their projects, which may be a less costly alternative to new parking structures or adding to existing structures. Those opportunities depend on the timing of approvals and location of the projects where the need for parking exists.

CITIZEN PETITION

Update the Downtown Overlay Parking Requirements specifically with the following requirements:

- Mixed use and multi-family dwellings must require 1.5 onsite parking spaces for one bedroom; 2 spaces for two bedrooms and 1 space for each additional bedroom.
- Guest Parking must be required at the rate of 1 onsite space per every 4 residential units. Public street parking must be excluded from the count for Guest Parking.
- Hotel/Lodging facilities' site plan must include additional parking for employees based on shifts when the greatest number of employees is on duty.
- Hotel/Lodging Employees must only park on site and in designated and physically marked parking spaces in the facilities' parking area.
- Hotel/Lodging facilities that include dining/bar areas must include additional parking at the same rate of the city's current dining/bar parking requirements.
- Hotel facilities that include assembly areas (conference room) must include additional parking at the rate of 1 space per 50 sq feet of assembly area per current ordinance.
- Office buildings must require 5 onsite parking spaces per each 1000 square feet of gross floor area.

2. Modify the permanent In-lieu parking program to require the expenditure of the funds to be used for only the physical construction of parking spaces, and no other purposes.

3. Release the Historic and In-lieu parking credits sold per area, and the history of the expenditure of funds to public and for council discussion.

4. Add to Ordinance: Any designated Public Parking area in a "Private/Public" garage shall be dedicated for use by public, and shall remain open and free at all times.

5. In the Arts District, add one full lower level and one upper level of parking to the city's existing 1st Ave lot, and add at least one full lower level to the Stagebrush parking lot. In Historic Old Town add at least one full level to the existing Farmer's Market parking lot.